

SPORT OREGON ANNUAL REPORT TO THE CITY OF PORTLAND for the period July 1, 2022 to June 30, 2023



INTRODUCTION

Sport Oregon is pleased to submit its Annual Report to the City of Portland for the period July 1, 2022 to June 30, 2023, as per the Amended and Restated Agreement No. 30005536 dated June 7, 2021. This report covers a period in which Portland continued to emerge from a post-COVID period, as well as the challenges of negative national reporting that has played unique obstacles on the City to attract visitors and events. Even with these challenges, Sport Oregon's constant pursuit for authentic recovery and impact in Portland has resulted in a remarkable year of success at multiple levels. Efforts in sports tourism continued its revitalization in FY '22-'23. Sport Oregon has been diligent and unwavering in its continuing role as the designated sports



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commission of Portland. Sport Oregon uses all its resources, relationships, knowledge, and expertise with stakeholder community partners including Travel Portland, Oregon Business and Industry, Prosper Portland, Portland Metro Chamber, Travel Oregon, Oregon Convention Center, Metro, Portland Trail Blazers, Portland Timbers, Portland Thorns, Greater Portland Inc., and others to effectively drive and contribute to the economic recovery efforts in Portland through sports tourism. It is worth mentioning and emphasizing the close working relationship we have developed with Prosper Portland's Events and Film Office. We hold weekly meetings with Messrs., Nelson and Zolan. This relationship will be key as we move ahead with more future event planning for the City. Over the past year, Sport Oregon has submitted detailed bids for future business, has helped to execute prospective events, and continue to embrace new relationships, as well as strengthening existing ones. We have positioned Portland to regain its role as a host City for key sporting events as well as preparing Portland to host major sporting events in the future. Along with our partners — in particular, Travel Portland, we have been able to market the City of Portland to the sports event industry. Through this effort, Portland is placed in a positive position to secure and maintain economically valuable sports events while at the same time promoting civic pride. Sport Oregon continues to be upbeat on the Portland we know and love and our team is poised and ready to build upon the success we've achieved this fiscal year.

RESPONSES TO QUESTIONS

Sport Oregon's contract with the City of Portland includes a number of required elements to be included in annual reports. The items (1-7) cited in Exhibit A, Item G - Reports, are addressed sequentially and are bundled into a more reader-friendly format below. It should also be noted that the list of events below (both those that Sport Oregon bids on, as well as those hosted) reflect the breadth of sporting events we are capable of and in pursuit of hosting in Portland. Room night numbers and estimated economic impact (EI) numbers are formulated through our



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partners at Travel Portland using in-house mechanisms for tracking. They use an industry-standard Destinations International Estimated Economic Impact Calculator for this purpose. Also, some of the events listed that do not cite room nights or economic impact are due to the fact that they are not currently being tracked by Travel Portland. This is because these particular events are not contracting specific hotel room blocks and are booking hotels randomly and thus are not utilizing the services of Travel Portland.

“SPORTS EVENTS PURSUED AND PARTNERSHIPS CREATED TO SECURE AND SUPPORT SUCH SPORTS EVENTS INCLUDING THE EVENTS’ MAGNITUDE IN TERMS OF THE NUMBER OF PORTLAND TOURISTS AND HOSPITALITY IMPACT. METRICS INCLUDE ROOM NIGHTS, ESTIMATED ECONOMIC IMPACT, VISITOR EVENT PARTICIPANT AND ATTENDEE TOTALS, TOTAL ATTENDANCE NUMBERS AND VARIOUS OTHER DIRECT AND INDIRECT COMMUNITY IMPACTS INCLUDING THE BENEFIT TO CITY-OWNED VENUES.”

SPORTING EVENT BIDS PURSUED

The breadth of our team’s efforts and work have delivered impressive wins in the past fiscal year. Based upon our close relationship with Travel Portland, the various City of Portland bureaus, and the overall hospitality community, both in our City and the region, the goal of our tourism division is to create a balance of short-and-long-term opportunities to benefit the present and future of Portland. Restaurants, bars and a host of small businesses all contribute to the economic recovery efforts locally, and we’re committed to doing our part to drive that impact forward. Below are sporting events that we have pursued in Portland during FY ’22-’23, as well as some events that we’ve hosted locally.

2027-2031 NCAA Women's Final Four – In November 2022, after nearly a full year of detailed work in our efforts to bring a Final Four to Portland, we shared our excitement with the entire City when our group was notified that this world-class event will be making our City its home over the first weekend of April 2030 at Moda Center, the Oregon Convention Center, and several Portland hotels. Sport Oregon led the bidding group – comprised of Rose Quarter/Trail Blazers, Travel Portland, and the University of Portland – for this event. The Women's Final Four is expected to produce nearly *11,000 hotel room nights and \$30+ million in direct economic impact* for the market. Also, we can expect 4,000+ attendees to the annual women's basketball coach's convention. Coupled with an ABC television broadcast and multiple opportunities for activation and community impact, this event can catapult Portland to new heights as a sports destination City. This event will serve as arguably the biggest sporting event in Portland's history.



UCI "Oregon" Classic – Sport Oregon traveled to Baltimore, Maryland over Labor Day Weekend, 2022 to experience the Maryland Cycling Classic at the recommendation of the event producers. This international bike race was the only sanctioned UCI race in the United States in 2022, and there were several conversations around creating a West-coast "sister" race in a future year. This 120-mile road course event requires cooperation through the City, county, and state, and features three days of activities in the market. As of yet, a full plan has not been



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settled for the future of this style of race in Portland. We remain regularly engaged with the event producers on opportunities as they develop.

2025 USA Taekwondo Championships – We partnered with Travel Portland to approach USA Taekwondo (USATKD) about hosting its premier event in June 2025. This *2,100-room night event with an EI (economic impact) of \$1.1 million* would be held at the Oregon Convention Center (OCC) with headquarter rooms in the Lloyd District. After several conversations with the client, and considerable efforts to get something done for 2025, a group had previously had an agreement with OCC to take the space necessary for the Taekwondo tournament. While this was positive to have a convention choose OCC and surrounding hotels and benefit Portland’s overall tourism outlook, it forced us to shift our focus with USATKD to a future year on a Western rotation, which would probably be June of 2027.

USA Triathlon Age Group Nationals – While a formal bid has not been presented to USA Triathlon for this event, there have been consistent and prominent conversations around logistics for holding the event in Portland. The Age Group Nationals have been a fixture in Milwaukee, WI for years, and the event producers have been looking for a similar City footprint for 2024 and beyond. Milwaukee is supportive of Sport Oregon’s efforts, due to scheduling issues that City is facing. This event could bring *15,000 total people* (inclusive of 6,500 athletes) to compete in the largest swim/bike/run competition in the country. Our colleagues in Milwaukee have shared that the *EI for 2022, is \$6.315 million*. This is based upon *5,000 overnight attendees and 12,000-day attendees*. Conversations currently revolve around the use of Waterfront Park, along with the logistics of finding a suitable 40k bike route that showcases Portland. While 2024 may be a longshot at this juncture, we believe that 2025 and beyond presents a major opportunity to activate downtown Portland and drive tourism for a premier downtown event.



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Willamette Volleyball Classic – Oregon State University approached Sport Oregon to assist in finding a suitable location for this youth volleyball event in the Portland region. We joined with Travel Portland to drive rooms to the community, as well as the Expo Center for what we describe as “open free-span space” which is available at Halls D & E. Over 150 teams participated in the event, which *drove 500+ hotel rooms and an EI of \$400,000+*. This event is slated for a return to Expo in 2024, as well as subsequent years. Our team will continue to work with this client and ensure consistent growth for this event.

USA Artistic Swimming Junior Nationals – With *2,600 contracted hotel rooms and \$1.5 million EI*, Sport Oregon partnered with Travel Portland and Mt. Hood Community College to bid on the USA Artistic Swimming Junior Nationals for 2024. It was announced to our internal team in spring of 2023 that athletes and families will be competing in Portland over Fourth of July weekend in 2024, with most of the hotel rooms in the PDX Airport region, bringing an elevated impact to that region as well.

SPORTING EVENT BID LOST

National Gymnastics Association Championships and Education Summit – In May and June 2023, Sport Oregon, along with Travel Portland, submitted a bid for this 1,400-room event to be held at the Oregon Convention Center. Through strong relationships with the event producer, we received a commitment from the bid reviewer that Portland was going to be chosen as the location. Unfortunately, when the item came to a vote by the association board leadership, that board decided that the “reputation” of Portland would not be a good fit for the event. This decision was made without the group ever conducting a site visit or coming to Portland in person. The reliance on reporting from national media was used to reach their decision.



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ONGOING BIDDING

World Cup 2026 Team Base Camp – In April 2023, Sport Oregon was approached by FIFA (the *fédération internationale de football association* — French for 'International Association Football Federation') and the University of Portland to submit a bid to be included as a team base camp option for participating teams in 2026. While Portland is not able to act as a site for game competition (we are ineligible due to venue space requirements), we do have the opportunity to host one team for the duration of the World Cup, which could last as many as 30 full days. We are aware that once a hotel block goes over 30 consecutive days, the occupants are considered residents and the lodging tax is waived. It would be our intent to keep that group under 30 nights to be sure room tax is collected. Certainly, this would generate room nights and have a positive economic impact on Portland. This is an ongoing opportunity that could bring excitement around the City during the most watched sporting event in the world.

SPORTING EVENTS HOSTED

Sport Oregon's tourism efforts in FY '22-'23 resulted in the most successful year in our history, even as other tourism categories struggled in our market. This past fiscal year has been a true "bounce-back" year that we were able to attain. In fact, Travel Portland's measurements for the fiscal year indicated that sports tourism contributed to nearly *40,000 contracted room nights*. We expect that Portland can – and should – be a consistent stop on the sports calendar for all kinds of athletic events, and we're making great progress in telling that story to clients and partners. Sporting events hosted in Portland during FY '22-'23 are cited below.

Phil Knight Legacy and Phil Knight Invitational Tournaments (PK85) – Over Thanksgiving weekend 2022, twenty-four (24) of the best men's and women's college basketball teams in the country competed in Portland and made our City the epicenter of major college basketball over those few days. Teams played at Moda Center, Veterans Memorial Coliseum, and the Chiles



Center at the University of Portland. ESPN's family of networks exclusively carried the broadcast. While this is historically a slow holiday weekend for the hospitality industry, this event resulted in *8,500 room-nights, and an EI of \$4 million*. Further discussion is being conducted by Sport Oregon, the Portland Trail Blazers, ESPN, and the hospitality community around

creating a consistent place on the calendar for this style of event and leveraging our unique athletic resources in town to do so.

National Veterans Wheelchair Games – This event was rescheduled from the summer of 2020 during COVID to 2023. 400 athletes arrived in Portland after the Fourth of July to compete in this Olympic-style event utilizing multiple venues in town. Event producers utilized the Oregon Convention Center, Mt. Hood Community College, Portland International Raceway, and OMSU for different competitions throughout the week. With *6,200 room nights and nearly \$3 million EI*, this event over a holiday week was a wonderful gain to the tourism economy in Portland.

Eight Seconds Juneteenth Rodeo –

Sport Oregon subsidized this event over Juneteenth weekend in 2023, which focused on highlighting African American rodeo cowboys and the culture of cowboy lifestyle. The event was held at the Expo Center. The event showcased amazing athletic talents in bareback riding, roping, barrel racing, and bull riding, and brought in major sponsors to the Portland market such as Wrangler and Tecovas. Event producers have initiated planning for next year's event and have intentions of making this an annual tradition in the region. The Eight Seconds Juneteenth Rodeo offered \$60,000 in prize money and tickets were sold out in its first year.



Formula E – Shortly after the holidays in 2022, Sport Oregon began working with Green Savoree Racing Promotions (promoters of the NASCAR and INDYCAR races in Portland) to find a third race on the calendar at Portland International Raceway (PIR). We were quickly introduced to Formula E, an all-electric racing company with deep connections outside of the United States, who was looking for a domestic partner to host their June event. With considerable local support requiring a quick turnaround, Formula E committed to Portland for June 2023, with a great successful outcome. Formula E invested over





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\$20 million into the track in order to elevate the look and feel of the venue for the race. It also created a headquarter hotel at the Waterfront Marriott, selling out the building for multiple nights. With a heavy influx of international travelers, as well as a young, diverse audience on site for race day, this event is poised for significant growth and an optimistic future for Portland.

USA Taekwondo Western Grand Prix – This regional Taekwondo competition was bid-on and confirmed in 2021. Portland hosted the event at the Oregon Convention Center over Memorial Day Weekend in 2023. With over *2,000 room nights, the event brought an EI of \$1.1 million* over a holiday weekend. Event producers from USA Taekwondo remain supportive of Portland and are continuing to consider our City for a future summer championship event, which would produce significantly more impact in the marketplace.

National Gay Basketball Association Championships – NGBA hosted its national championship event at The Hoop YMCA in Beaverton, with hotel rooms being utilized in downtown Portland. Sport Oregon worked with the client leading up to the event on finding a suitable venue and lodging and supporting the event with services. NGBA continues to engage in conversations around returning to Portland in the future. Our tourism team is in constant contact with them.

Ladies Ball Western Regional – This youth girls basketball event, with strong ties to the Women's Basketball Hall of Fame, hosted the opening Western Regional at The Hoop YMCA in Beaverton, with hotels in downtown Portland in August 2022. They've recently just completed year two of the event at The Courts in Beaverton, with similar lodging in downtown Portland, solidifying the event for the region and providing a strong basis going forward. We expect to welcome them back in 2024. Sport Oregon has specifically pursued and continues to promote showcasing girl's and women's sports in Portland. In 2022, nearly 50 teams from the entire



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western states' region participated. That number is expected to grow substantially in future years.

NASCAR Xfinity Series – Year two of NASCAR was held at Portland International Raceway (PIR) over the first weekend in June 2023. The result was upwards of *\$8 million EI* for our region. There are no major racing series events in the Pacific Northwest, outside of the events at PIR, resulting in fans from all over the western states gathering in Portland for a chance to experience the Xfinity Series. This event is currently “locked in” at PIR for a three-year engagement. Sport Oregon will be involved with the promoter and the City to pave the way for a long-term future. We will work with NASCAR to elevate the event to a “Cup Series” event in the future which will draw even more spectators and yield greater EI if ticket sales remain strong.

INDYCAR Grand Prix of Portland– Another staple on the Portland racing calendar, INDYCAR held a successful event in Portland in August 2022 at Portland International Raceway (PIR). This event has become an annual celebration over Labor Day Weekend. Sport Oregon is currently working with both INDYCAR and NASCAR, through their promoter, Green Savoree to track hotel room stays and economic impact in the future. These events are impact-drivers for the City. The success of this event in particular has resulted in conversations around adding a NASCAR event to the slate of events at PIR.

Triple Crown Valley Invite – Sport Oregon, Travel Portland and Washington County Visitors Association worked closely to organize and elevate this experience in June 2023. It is the largest youth girls' softball event in the Pacific Northwest. With fields utilized across Washington and Multnomah Counties, the positive impact to the hospitality community is felt throughout the region. In Portland, nearly *2,600 room nights and over \$2 million in EI*. In addition to assisting with hotel bookings, we also organized a “coaches hospitality area” for coaches to scout talent.



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Our strategy is to stay top of mind and in consideration for additional future Triple Crown events that may be up for bid.

Women's International Champions Cup (WICC) Soccer – Sport Oregon, the Portland Thorns, Travel Portland, and Relevant Sports Marketing engaged in several discussions around hosting the WICC at Providence Park beginning in early summer 2021. Sport Oregon secured this group once again for August 2022. Two (2) additional teams were added in 2022, resulting in over *1,000 room nights and over \$1 million in EI*. There are continued discussions about adding an additional two (2) teams, which would bring added impact for the future, as well as continuing to showcase Portland as the premier destination for high-level women's sports.

HoopSource Basketball – This event, with a long history in Portland / Washington County / Vancouver, once again hosted its largest 350+ team tournament in February 2022. Sport Oregon engaged with event producers over the past year to find a permanent venue solution for this group, as they are currently spread across several high schools in the Portland metro area. Other destinations are pitching HoopSource to move the event to their markets (most notably Arizona and cities in Southern California). The attraction is the fact that those destinations have the ability to secure a single site multi-court facility for the bulk of the event. HoopSource, while tempted to make the move out of Portland, has resulted in securing new and added incentives to remain in our region. An agreement to stay in Portland for 2023 was finalized while conversations for finding a venue solution for the group in 2024 and beyond are proceeding. This event provides roughly *2,000 rooms for the Portland-specific hotel market* (not counting other outlying communities). Portland's challenge of lacking court facilities is a prime issue that must be addressed asap. We are hoping that the recent pivot at Expo to become a sports-centric facility may help to alleviate this issue.



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PARTNERSHIPS AND FACILITY DEVELOPMENT

Sport Oregon relies upon its connections in the community and the ability to call upon those relationships. This past fiscal year, we continued and strengthened these relationship as well as creating new ones. We were also presented with new opportunities for the present and future, focused on sports tourism. Below are some examples of our relationships, the new roles we played, and projects we've helped push forward from a sports standpoint in Portland.

Travel Portland – Critical to Sport Oregon's success is the solid relationship with Travel Portland and the Portland hotel community. This was accomplished through the increased Portland TID. This is a city-approved and hotelier-proposed assessment of 2% per night on guest room revenues for all hotels and short-term rentals located within the city of Portland. In March 2021, an additional 1% economic recovery surcharge was approved. This assessment was a major achievement and will be reviewed in 2026. Our partnership with Travel Portland and these entities has brought an enhanced level of funding towards our specific tourism efforts in Portland, and we've delivered significantly on our contractual agreement. For FY'22-23, our agreement with Travel Portland further extended Sport Oregon's efforts in a many ways: (1) staff members were hired to focus exclusively on booking and servicing sports tourism in Portland, (2) an increase in the travel budget and conference presence has led to a significant increase in the ability to compete for business, (3) assistance with strategic bid fees and financial enhancements to clients which were previously unavailable. This enhanced funding has helped Portland become more competitive nationally among sports commission peer groups and has helped in the overall tourism effort and economic recovery in Portland.

Portland Expo Center Redevelopment – The Sport Oregon team remains particularly engaged in the effort by Metro to redevelop the Portland Expo Center into a sports-focused facility. We have provided consistent context as to how the Expo site could fill a void of the lack of sports facilities in the Pacific Northwest. The use as a multi-sport complex will be a “game changer” to Portland and the region. From mid-2020, to the present time, members of the Sport Oregon team have been actively involved in the pre-project conversations around best uses for the space, and what markets would be best served by a prominent and revamped Expo Center. After Expo’s due diligence, sports quickly showed itself to be a viable, exciting, option for the space, along with an affirmation of the cultural significance of the site. Sport Oregon staff is regularly engaged with the Metro team – along with its hired consultant – to make the project a reality in north Portland. We see the nexus between Portland International Raceway, Delta Park and a reimagined Expo as a thrilling opportunity for the City and the region. Sport Oregon sits on both the Executive Advisory Committee and the Sports & Facilities Committee of the Expo Future Project. We maintain appropriate and consistent communication with committee members and Expo leadership on the sports approach to the site.





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Portland Events and Film Office – As noted earlier, Sport Oregon has created a strong bond with Prosper Portland’s Events and Film Office. Working closely with its staff in the area of event planning and having their assistance in ameliorating any challenges to events already planned this entity has become a strong partner with our team. Sport Oregon staff attend the Events Action Table, a monthly hosted conversation for Portland’s event industry. These meetings feature invited presenters, roundtable discussions, a chance for new attendees to introduce themselves, and resource-sharing opportunities. At these meetings, Sport Oregon is able share upcoming events and offer its expertise and advice to other participants.

Sport Oregon as a Convener – One of the roles we often find ourselves in is that of a “convener” in the regional sports marketplace. Our strong connections in Portland with teams, venues, hospitality partners - along with our formidable and engaged board of directors offers our organization the opportunity to bring individuals and organizations together for frank conversations, connections, and projects- all with a focus on economic development and addressing social matters. Specifically, Sport Oregon has been a trusted advisor this fiscal year by decision-makers focused on two major sports franchise developments in Portland: the WNBA and Major League Baseball. We are acutely aware of the significant boost to civic pride and economic stimulation that Portland would experience should these efforts be realized.

NATIONAL AND INTERNATIONAL VISIBILITY BROUGHT TO PORTLAND FROM EVENTS SECURED AND PURSUED

The efforts to “pitch” Portland as the City to host a variety of sporting events continues with minimal challenges. As mentioned earlier, the perceptions promoted by national media and others are encountered, but we continue to reverse any concerns presented by potential prospects. Those flawed perceptions have eased, and Sport Oregon has had success in promoting Portland’s attributes. Sport Oregon continues, through its leadership, members, and



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professional and college sports teams to bring visibility to our City as one that is “sports centric.” Staffs’ trek to other cities for conferences and other events over the past year in order to engage and pitch event promoters has been enthusiastically embraced. There is no doubt that after each and every meeting and bid opportunity, Portland secured a position as a formidable competitor for sporting events. With the events we were able to secure, online posts highlighted our City and the comments from participants reflected a desire to return to our City. The NASCAR Xfinity Series, INDYCAR Grand Prix of Portland, Formula E and securing the NCAA Women’s Final Four has benefited Portland with impressive national media attention.

“A SUMMARY OF SPORT OREGON’S FOCUS, ACTIONS AND GOALS WITHIN BUSINESS PRACTICES THAT TARGETS THE ORGANIZATION’S DIVERSITY, EQUITY, AND INCLUSION WORK”

Sport Oregon continues its advancement in addressing Diversity, Equity, and Inclusion in its membership, Board, and through its focus on the local community in Portland.

- **Board of Directors:** Increasing representation on the Sport Oregon Board of Directors among women and the BIPOC community was and continues to be a key goal. There are now over 100 Sport Oregon Board members: eighty-five (85) are men, fifteen (15) of whom are BIPOC. There are thirty-five (35) women, nine (9) of whom are BIPOC. Sport Oregon has also created “community board” seats in order to engage community based non-profit organizations into the Sport Oregon family. There are twelve (12) community board seats with representation from Wildwood Running, Friends of Baseball, Hopscotch, Partners in Diversity and Centro Cultural to name a few.
- **Sport Oregon Staff:** We are committed and are continuing to address DEI by expanding our staff and Board of Directors by adding new BIPOC representation in FY ’22-’23. Sport Oregon’s CEO/COO have served on the Partners in Diversity Leadership Council and are advocates of diversity, equity and inclusion. The Council exemplifies Sport Oregon



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values, and its passion for helping professionals of color succeed. Through examination of regional information, a business case for corporate diversity initiatives has been developed. The result is a strategic plan which integrates the many ongoing initiatives in the region under one umbrella with a strong business focus.

SPORT OREGON FOUNDATION

Sport Oregon's commitment to reach diverse and economically challenged communities and to support youth growth and success through sports is reflected in the ever-increasing activity as represented by its Sport Oregon Foundation.

Sport Oregon's flagship foundation initiative, SHE FLIES, saw continuous momentum in FY' 22-23. SHE FLIES is motivated by a fundamental belief that, through sports, we learn to soar as confident individuals, team players and strong leaders. A nod to Oregon's state motto of "She Flies with Her Own Wings," the initiative's aim is to foster safe community spaces where all girls and women have equitable opportunities and are empowered to use sports to take flight and realize the many benefits that participation in sports provides. SHE FLIES supports, engages, and celebrates girls and women in sport across Oregon. It does so by keeping girls in the game, empowering women coaches, and encouraging fitness for life. Events conducted by the Sport Oregon Foundation (many open to the community) include:



- **Women in Motorsports (September):** In partnership with PNC Bank, SHE FLIES hosted a Women in Motorsports educational panel to inform and celebrate women in a variety of professions within the male-dominated motorsports industry.



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- **Listen and Learn Speaker Series (October):** SHE FLIES partnered with the Multnomah Athletic Club Foundation to host a Listen and Learn panel celebrating the 50th anniversary of Title IX. The engaging event featured female community panelists within the local sports industry.
- **Sport Oregon Holiday Bash (December):** The inaugural fundraising effort took place in southeast Portland and brought together athletes, community partners, SHE FLIES ambassadors, business leaders, and supporters. The celebration honored the 50th Anniversary of Title IX, cheered the Thorns' victory in the NWSL Championship and the recent announcement of Portland hosting the 2030 NCAA Women's Basketball Final Four. It also included an educational panel featuring women in the Portland community who highlighted the power and importance of uplifting and celebrating women in sports. The event raised over \$175,000 to benefit SHE FLIES and the Sport Oregon Foundation.
- **National Girls and Women in Sports Day Panel (February):** To celebrate the 37th annual National Girls & Women in Sports Day (NGWSD), inspired by the Women's Sports Foundation (WSF), SHE FLIES hosted a free community event and educational panel in downtown Portland. The day inspired girls and women to play, be active, and realize their full power. NGWSD is a perfect complement to Sport Oregon's SHE FLIES initiative, with its statewide mission to connect girls and women to sports, and to create inclusive communities through its programs, partnerships, and networks. The event brought the community together and celebrated our local SHE FLIES Sheros, and the many individual and team achievements in the state since the last National Girls & Women in Sports Day.
- **WAVOR (April):** In partnership with the Maurice Lucas Foundation, the Sport Oregon Foundation hosted the region's only interstate high school all-star basketball showcase. The 27th annual event featured many of the top graduating high school seniors from Oregon and Washington. WAVOR included a boy's game and a girl's game.

- **The Red Gala (April):** For the second year in a row, SHE FLIES was chosen to be the beneficiary of the Red Gala held in northwest Portland. SHE FLIES was able to collaborate with the event, make connections and expand our network, and engage Skate Like A Girl, a local non-profit who got to skate at the event.



- **Eugene Marathon – SHE FLIES Activation (April):** SHE FLIES hosted a community booth at the Eugene Marathon to spread awareness of the SHE FLIES mission and connect with the local community.
- **SHE FLIES Community Festival (May):** Held in north Portland at Overlook Park, the SHE FLIES Community Festival was a free community event and gathering highlighting various organizations and partners. The goal of the free neighborhood event was to create a space for community members and families to be exposed to organizations directly aligned with the SHE FLIES mission. There were multiple activity areas for everyone to get physical, as well as educational opportunities ranging from healthy lifestyles, engaging and informative programs, and ways to stay active. Over 25 community partners and non-profits hosted booths with interactive sports activations, including Rose City Rollers skatemobile, and MLK Dream Run's live podcast. Free live exercise classes for all ages from barre3 and Pivot took place at the center stage, and an educational panel featured some of the 2022 grant recipients, and the highlight – a

ceremony celebrating the 2023 SHE FLIES Community Grant recipients with opening remarks from Senator Ron Wyden.



- **SHE FLIES Gives Back (May):** The awareness of the SHE FLIES Community Grant program continues to grow, as we saw a 35-percent increase in applications in 2023, compared to the first year in 2022. The total amount of grants sought was \$673,284. Grants were awarded to 8 deserving non-profits in Oregon with initiatives and/or programs aligning with one of the three SHE FLIES pillars: keeping girls in the game, empowering women in coaching and promoting fitness for life. The non-profit grantees included:
 - Oregon Adaptive Sports Northwest
 - Adelante Mujeres
 - Bridge City Soccer Academy
 - Elite Sports Academy
 - Friends of Baseball
 - Girls on the Run Greater Oregon
 - Portland Tennis & Education
 - Special Olympics Oregon
- **Formula E (June):** SHE FLIES hosted a community booth within the immersive Fan Village at Formula E to spread awareness of the SHE FLIES mission and connect with the local community and Formula E audience.



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CONCLUSION

Sport Oregon's leadership, Board of Directors and staff are appreciative for the support received from the City of Portland. From our Commissioners, Mayor and the various bureau staff that help to make the effort we all undertake successful, we offer thanks. We are committed to moving forward with continued resolve and enthusiasm as we embrace opportunities in the current fiscal year. We look forward to meeting with the City Council to give a formal presentation and look forward to answering any questions that the commissioners may have. We hope to have even more good news to share at that time.